

ORDER

**WKYC**

Orders

Order / Rev: 706295

Alt Order #: 06276410

Product Desc: 60 + ASSOC SENATE

Estimate: 1223

Flight Dates: 08/15/12 - 08/21/12

Original Date / Rev: 09/24/12 / 09/24/12

Order Type: Political

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Mentzer Media Services/ POL

Buying Contact:

Billing Contact:

600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: 60 Plus Association

Demographic: A35+

Product Codes: IS-Issue/Non Ballot,IS-Candidate/US

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/21/12 | 5 | \$6,350.00 | \$5,397.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012 | 5 | \$6,350.00 | \$5,397.50 | 0.00 |
| Totals | 5 | \$6,350.00 | \$5,397.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|--------|-------|------------|
| 1 | WKYC | 08/15/12 | 08/17/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --W-F-- | :30 | 2 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/13/12 | 08/19/12 | --W-F-- | | 2 | | \$1,000.00 | | 0.00 | | | | | |
| 2 | WKYC | 08/19/12 | 08/19/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$850.00 | P-2 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 1 | | \$850.00 | | 0.00 | | | | | |
| 3 | WKYC | 08/19/12 | 08/19/12 | Meet the Press Meet the Press | CM | 1030a-1130a | -----S | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 1 | | \$2,500.00 | | 0.00 | | | | | |
| 4 | WKYC | 08/21/12 | 08/21/12 | M-F 7-9a Today Today Show | CM | 7a-9a | -T----- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T----- | | 1 | | \$1,000.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 5 | \$6,350.00 |